LeMond Cycling, Inc. v. Trek Bicycle Corporation Doc. 148 Att. 6

Exhibit 83

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UNITED STATES DISTRICT COURT

DISTRICT OF MINNESOTA

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LEMOND CYCLING, INC.,

Plaintiff,

-against-

TREK BICYCLE CORPORATION,

Defendant/Third-Party Plaintiff,

-against-

GREG LEMOND,

Third-Party Defendant.

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Case No. 08-CV-01010 (RHK/JSM)

May 7, 2009

9:33 a.m.

Deposition of IRA LANGER, held at the offices of Foley & Lardner LLP, 90 Park Avenue, New York, New York, pursuant to Subpoena, before Mildred Cassese, a Registered Professional Reporter and Notary Public of the State of New York.

about how Greg would do these autographs and talk to people, that Greg was just Greg.

Can you sort of elaborate on that a little bit?

A. Sure. Greg would make everyone -- if someone came over to him and said that they met him five years ago he would make -- whether he had actually remembered meeting them five years ago, I don't know, but they were sure convinced that he remembered that.

Every person who was sitting across from him was the most important person in the room at that moment.

And there would be 300 people lined up behind to get his autograph and talk with him, and he would be spending an inordinate amount of time with one person because they had some magazine that he hadn't seen in a long time, or a picture of a bicycle he hadn't seen in a long time and, you know, just a nice guy, you know.

People liked talking to him and he like talking to people.

Q. Did you ever get any feedback from the dealers that held these grand openings and events

I. Langer

as to what they thought, how well they thought the event went?

A. Yeah. It was always unanimous. People were always, like, oh, when can he come back again, you know, that kind of thing because -- and it was two different things: One, he drew a lot of people; two, he put a great big smile on everybody's face.

Q. So you mentioned that you did some dealer appearances and you listed several cities or places, Boston, Colorado.

Which ones specifically, which dealerships do you remember going to with Greg?

A. Metro Bicycles in New York.

International Bicycles in Boston.

Belmont Wheelworks in Boston.

Wheat Ridge Cyclery in Colorado.

Redlands Cycles in Redlands, California.

Chain Reaction in the San Francisco area.

Helen's in Santa Monica, California.

It's been a while.

Q. The time that you went to Metro, is